

Table 3.1.1. Newspaper Publishers (NAICS 51111)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001

[Estimates are based on data from the 2001 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2001
REVENUE	
Total	47,277
SOURCES OF REVENUE	
Newspapers, print, total	42,367
Subscriptions and sales	9,394
Advertising	32,973
Newspapers, internet, total	433
Subscriptions and sales	S
Advertising	324
Newspapers, other media, total	169
Subscriptions and sales	58
Advertising	111
Contract printing services	1,788
Distribution of flyers, inserts, samples, etc.	977
Graphic design services	42
Market research	2
Archival sales services	27
Sale or licensing of rights to content	75
Rental or sale of mailing lists	14
Non-newspaper publishing	283
Publishing services for others	12
Other services revenue	1,089
BREAKDOWN OF REVENUE	
General newspapers	41,782
Specialized newspapers	1,187
EXPENSES	
Purchased printing	3,121
INVENTORIES AT END OF YEAR	
Total	748
Finished goods and work-in-process	63
Materials, supplies, fuel, etc	685

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.1 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.2. Periodical Publishers (NAICS 51112)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001

[Estimates are based on data from the 2001 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2001
REVENUE	
Total	39,266
SOURCES OF REVENUE	
Periodicals, print, total	31,714
Subscriptions and sales	13,816
Advertising	17,898
Periodicals, internet, total	1,150
Subscriptions and sales	856
Advertising	293
Periodicals, other media, total	2,396
Subscriptions and sales	2,298
Advertising	S
Contract printing services	934
Distribution of flyers, inserts, samples, etc.	110
Graphic design services	44
Sale or licensing of rights to content	231
Rental or sale of mailing lists	161
Publishing services for others	369
Other services revenue	2,155
BREAKDOWN OF REVENUE	
General interest periodicals	12,057
Special interest periodicals	23,203
EXPENSES	
Purchased printing	4,426
INVENTORIES AT END OF YEAR	
Total	1,185
Finished goods and work-in-process	773
Materials, supplies, fuel, etc	413

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Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.2 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.3. Book Publishers (NAICS 51113)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001

[Estimates are based on data from the 2001 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2001
REVENUE	
Total	26,096
SOURCES OF REVENUE	
Books, print, total	21,310
Books, internet, total	1,503
Books, other media, total	829
Sale or licensing of rights to content	303
Contract printing services	188
Fulfillment services	143
Rental or sale of mailing lists	S
Publishing services for others	39
Other services revenue	1,772
BREAKDOWN OF REVENUE	
Books, print, total	21,310
Textbooks	7,475
Children's books	2,763
General reference books	1,671
Professional, technical and scholarly books	3,185
Adult trade books	5,167
Other books	1,050
Books, internet, total	1,503
Textbooks	111
Children's books	S
General reference books	S
Professional, technical and scholarly books	S
Adult trade books	63
Other books	7
Books, other media, total	829
Textbooks	154
Children's books	52
General reference books	26
Professional, technical and scholarly books	292
Adult trade books	225
Other books	81
EXPENSES	
Purchased printing	4,212
INVENTORIES AT END OF YEAR	
Total	4,092
Finished goods and work-in-process	3,889
Materials, supplies, fuel, etc	203

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Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.3 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.4. Database and Directory Publishers (NAICS 51114)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001

[Estimates are based on data from the 2001 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have been not adjusted using the results of the 1997 Economic Census]

Item	2001
REVENUE	
Total	17,469
SOURCES OF REVENUE	
Directories, databases, and other collections of information, print, total	11,730
Subscriptions and sales	594
Advertising	11,136
Directories, databases, and other collections of information, internet, total	1,010
Subscriptions and sales	603
Advertising	407
Directories, databases, and other collections of information, other media, total	1,580
Subscriptions and sales	1,526
Advertising	S
Rental or sale of mailing lists	1,253
Contract printing services	144
Sale or licensing of rights to content	121
Publishing services for others	31
Other services revenue	1,600
EXPENSES	
Purchased printing	1,238
INVENTORIES AT END OF YEAR	
Total	376
Finished goods and work-in-process	355
Materials, supplies, fuel, etc	22

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Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.4 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.5. **Greeting Card Publishers (NAICS 511191)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001**

[Estimates are based on data from the 2001 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2001
REVENUE	
Total	5,674
SOURCES OF REVENUE	
Greeting card publishing	5,582
Other revenue ¹	92
EXPENSES	
Purchased printing	89
INVENTORIES AT END OF YEAR	
Total	644
Finished goods and work-in-process	447
Materials, supplies, fuel, etc	197

¹ Includes calendar publishers, miscellaneous printing, contract printing, sale of licensing of rights for content, and rental or sale of mailing lists.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.5 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.6. **All Other Publishers (NAICS 511199)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001**

[Estimates are based on data from the 2001 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2001
REVENUE	
Total	6,708
EXPENSES	
Purchased printing	1,195
INVENTORIES AT END OF YEAR	
Total	513
Finished goods and work-in-process	412
Materials, supplies, fuel, etc	101

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.6 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.7. Software Publishers (NAICS 5112)—Estimated Revenue, Expenses, and Inventories for Employer Firms: 2001

[Estimates are based on data from the 2001 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have been adjusted using the results of the 1997 Economic Census]

Item	2001
REVENUE	
Total	90,622
SOURCES OF REVENUE	
System software publishing, total	29,367
Operating systems software	9,464
Network software	6,514
Database management software	8,083
Development tools and programming languages software	3,827
Other systems software	1,478
Application software publishing, total	39,173
General business productivity and home use applications	17,022
Cross-industry application software	12,542
Vertical market application software	8,250
Utilities software	969
Other application software	391
Custom application design and development services	S
Customization and integration of packaged software	3,786
Information technology consulting services	6,420
Application service provisioning	S
Business process management services	S
Re-sale of computer hardware and software	S
Information technology related training services	1,104
Other services revenue	8,537
BREAKDOWN OF REVENUE	
System software publishing, total	29,367
Personal computer software	5,878
Enterprise software	15,212
Mainframe computer software	8,277
Application software publishing, total	39,173
Personal computer software	12,048
Enterprise software	25,019
Mainframe computer software	2,107
EXPENSES	
Selected purchases, total	5,903
Purchased printing	719
Purchased software reproduction	2,610
Purchased programming services	2,574
INVENTORIES AT END OF YEAR	
Total	1,112
Finished goods and work-in-process	967
Materials, supplies, fuel, etc	145

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Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.7 provides estimated measures of sampling variability (coefficients of variation).